Tafreeh



By: Farhan Abbasí Usama Yazdaní Saad Ahmad

(20P-0044) (20P-0598) (20P-0044) **Executive Summary**

- Our business startup "TAFREEH" is a tourism service provider which deals in providing services like
 providing tourism packages, tickets, tourism guides for the foreigners as well as the locals who seek to
 explore the beautiful places.
- Our aim is to provide a friendly and comfortable atmosphere where the customers can receive services at a reasonable price and give beautiful places of our country an exposure to the tourists to rank up our country in terms of tourism on national as well as on international level.
- Our business will be operating on the multiple locations(tourist spot) the executive branch will
 operate in Islamabad being a capital of Pakistan.
- The members of our executive team will be the locals having well knowledge of that specific tourist spot where our business will be operating.
- Our business will be affiliated with PTDC (Pakistan Tourism Development Corporation) for the financial resources.

Company Profile

Name:

As mention earlier our company name is Tafreeh.

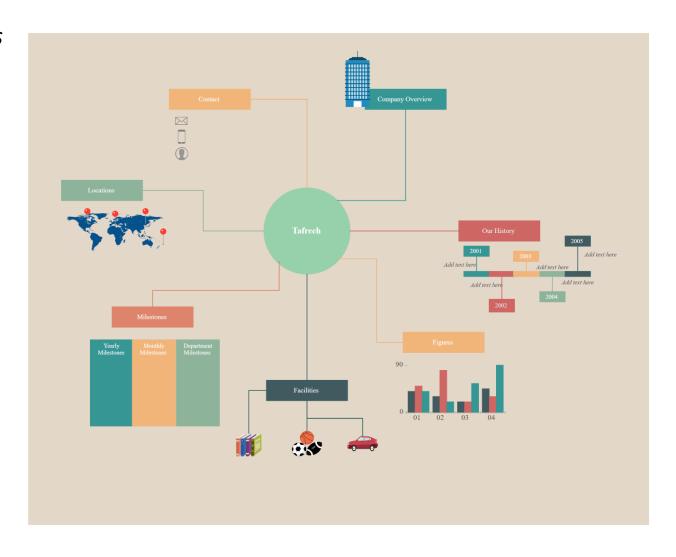
Aim:

The aim is to bring our country up in term of tourism by attracting local and international tourists by exposing the kind and beautiful culture, traditions, values and most importantly the charming sights of our country.

Services:

There are a plethora of services, which include:

- Tourist guide.
- Five star hotel.
- Food service.
- Transportation.



Market Analysis

Competitors









STRENGTHS

- •Reasonable priced packages.
- •Money to value packages.
- •Vast variety of services.
- •Ideal location of hotels.
- •Safe environment.
- •Economic Growth.

WEAKNESSES

- Terrorism factor
- Lack of innovation.
- ·High turnover rate.
- Seasonal staff

SWOT

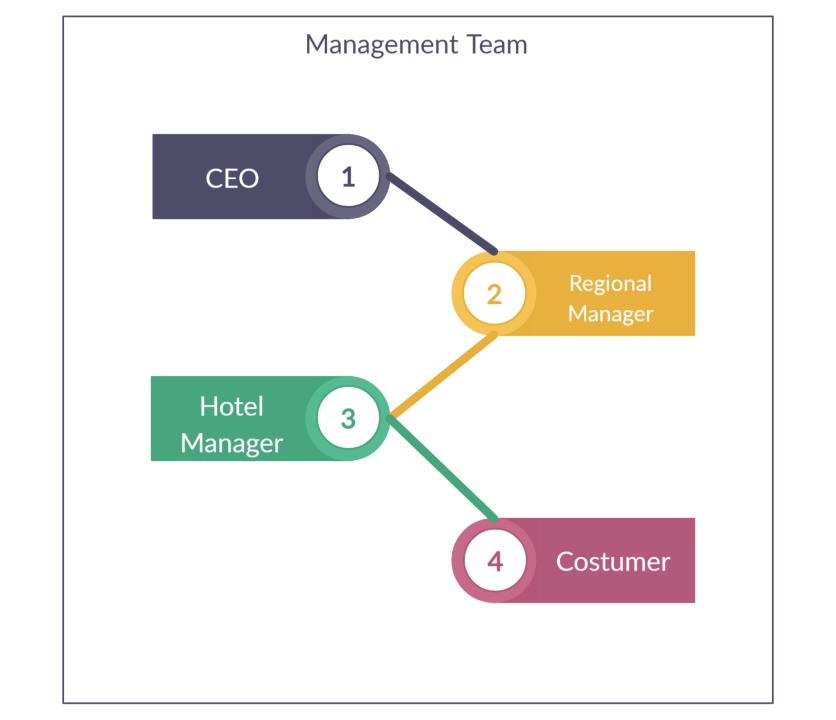
- Unusual Venues to attract people
- Environment-Friendly Place.
- Online Marketing.
- •Economical Services.

- ·Natural disasters (COVID, Snowstorm).
- •Environmental Issues.
- ·Visa Restriction
- ·Highly Competitive.

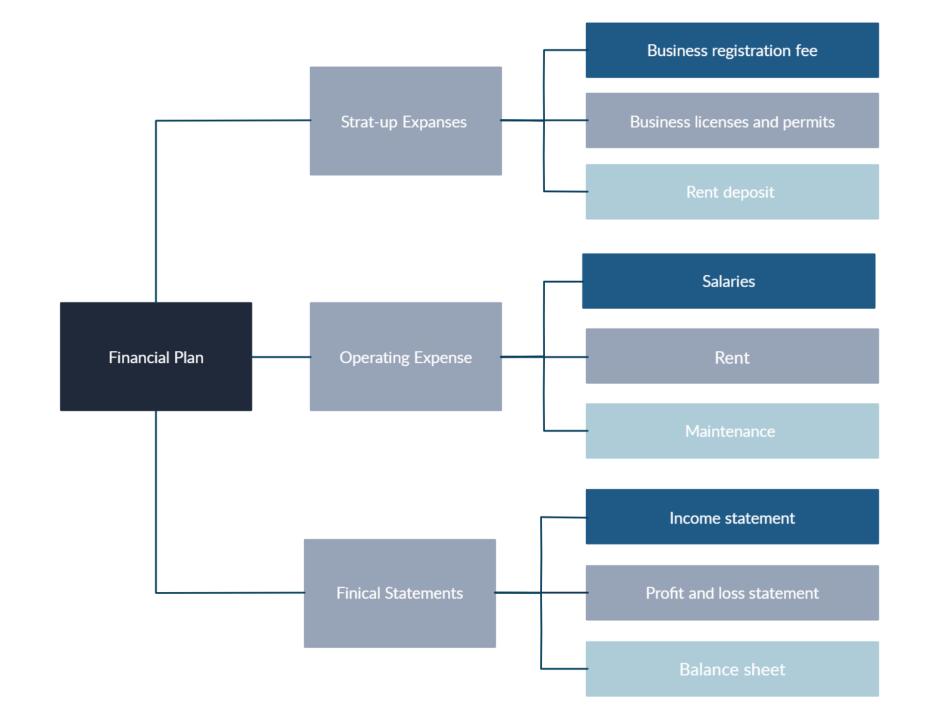
OPPORTUNITIES

THREATS

Organizational Structure and Management



Financial Plan



Thank You!